the florida architect

january 1966

For Reference
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1965 AWARD ISSUE

JAMES DEEN, AIA

THE PRESIDENT'S MESSAGE

The President shall be the administrative head of the Association and shall exercise general supervision of its business and affairs, except such thereof as are placed under the administration and supervision of the Secretary and the Treasurer, respectively, and he shall perform all the duties incidental to his office and those that are required to be performed by him by law, the Charter, these bylaws, and those that are properly delegated to him by the Board.

The President shall preside at all meetings of the Association and the Board and shall be Chairman of the Executive Committee.

These few words do more than express the duties of an officer. They actually provide a discipline for more than an association president. In truth, these words serve to inspire each new administration to not only service the necessary duties and incidental details, but also to strive for goals which are very ambitious. Thus, each day must produce an excellence.

Your Association has presently assembled its goals for 1966. The Commissions are staffed and the Committees are selected. Our committee system makes a significant contribution to the vitality of our Association, and so it is an honor to be selected to serve. This honor also carries with it a heavy responsibility for positive creative production which will accrue to the benefit of all individual members.

The success of this production will depend upon how well each of us services those duties which are required of you. I cannot emphasize strongly enough that INDIVIDUAL efforts dictate our success — and these same individual efforts determine our success in society.

Society has needs and society will be served. And Architecture today is at the threshold of a golden age. No discipline provides a better leadership or communication of order.

It is a certainty that we are products of our own environment . . . the city we work in, the house we sleep in, the space we live in.

We cannot serve our environment with any less than a search and desire for great beauty. For beauty begets beauty — and this is our heritage.

A new year is beginning. Let us fill it with ambitions, goals, dreams, work, cooperation — and achievement.

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To your construction site from our Jacksonville terminal, Merry Brick moves constantly to build a finer Florida.

You get quality brick by the bargeload (for economy), delivered by a modern motorized fleet (for speed and efficiency) throughout Northern Florida, or by rail to other Florida points.

Wherever in Florida you may be, serving you is the constant concern of all Merry Brick personnel.

HARRY G. MADDEN
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Manager, Florida

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the florida architect
official journal of the florida association of the american institute of architects

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THE FLORIDA ARCHITECT, Official Journal of the Florida Association of the American Institute of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published monthly at the Executive Office of the Association, 3730 S. W. 8th Street, Coral Gables 34, Florida; telephone, 448-7454.

Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of the AIA. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to The FLORIDA ARCHITECT for prior use. . . . Advertisements of products, materials and services adaptable for use in Florida are welcome, but mention of names or use of illustrations, of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of the AIA. Advertising material must conform to standards of this publication; and the right is reserved to reject such material because of arrangement, copy or illustrations. . . . Controlled circulation postage paid at Miami, Florida. Single copies, 50 cents; subscription, $5.00 per year. March Roster Issue, $2.00. . . . Printed by McMurray Printers.

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FRONT COVER — This is the 1965 Awards Issue of The Florida Architect, honoring the outstanding architectural exhibits which were selected for special commendation at the 51st Annual Florida Association of Architects Convention.

VOLUME 16 ■ NUMBER 1 ■ 1966

WINNER OF THE TOTAL-ELECTRIC COMMERCIAL BUILDING AWARD

ARCHITECTS

Ostes & Folis
Memphis, Tennessee

Vance Duncan-Ocala, Florida

Ocala's newest motel is total electric!

Alachua
Bartow
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Chattahoochee
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Ft. Pierce
Gainesville
Green Cove Springs
Havana
Homestead
Jacksonville
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Lakeland
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Moore Haven
Mt. Dora
Newberry
New Smyrna Beach
Ocala
Orlando
Quincy
St. Cloud
Sebring
Starke
Tallahassee
Vero Beach
Wauchula
Williston

Located at the junction of Highways 27 and I-75, the all-new Total Electric **Silver Springs Motor Inn** is a dazzling addition to Ocala's hospitality industry. The Motor Inn, built by Sneed Brothers of Memphis, Tenn., includes 100 units with individually-controlled electric heating and air conditioning. Other features are a modern, total-electric kitchen and restaurant; unique Typhoon Cocktail Lounge; Arnold Palmer miniature golf course; and swimming pool.

In the words of Albert W. Jones, vice president of Silver Springs Motor Inn:

We considered many factors in our decision to go "Total Electric." Foremost, of course, was low initial cost and economy of operation. This — together with safety, cleanliness, zone temperature control, and maintenance - free operation — made the total electric concept our overwhelming choice.

Architects, engineers, builders and owners are **sold** on "Total Electric" commercial construction. For your next commercial building, specify ALL-ELECTRIC.

FMUA

Florida Municipal Utilities Association

Helping you to
live better electrically

THE PRESIDENT'S COMMITTEE ON
EMPLOYMENT OF THE HANDICAPPED

Citation for Meritorious Service

conferred upon

Florida Association of Architects

in appreciation for exceptional contributions in furthering the employment of the handicapped.

FOR THE GOVERNOR

Chairman

FOR THE PRESIDENT

Chairman

November 8, 1965

BUREAU OF ENGRAVING AND PRINTING, TYPO.

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GASGRAM

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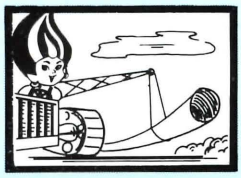
NATURAL GAS
IN THE HEADLINES

MORE AND MORE INDUSTRIES USING MORE AND MORE NATURAL GAS. In Orange City, Florida Home Gas is supplying gas for processing milk and dairy products, and for manufacturing ice cream to the big, new Castle Farms Dairy Distributing Center. West Florida Gas is air conditioning (75 tons) the Panama City plant of Glenn Manufacturing Co. (Ladies dresses). Also on the industrial front, Orlando Paving Co. converted their 180-ton asphalt dryer from heavy oil to natural gas, with Florida Gas doing the honors. Result? "Major savings."



MORE NATURAL GAS ON THE WAY! Florida Gas Transmission Co. started actual construction early in November on 210 miles of 30-inch pipe paralleling segments of the present 24-inch main line, and is adding 30,700 compressor horsepower. This pipeline expansion is expected to be completed by mid-1966, and is a part of a continuing program to maintain a plentiful supply of natural gas for Florida's future needs.

MIAMI BEACH "CHEF'S SHOW" ANOTHER NATGAS WALKAWAY. Again in their 1965 Pan American Restaurant Exposition, Florida's leading professional chefs turned overwhelmingly to gas for their on-stage demonstrations. Interesting sidelight: the gas kitchen equipment used in the show was sold to nearby Hollywood Beach Hotel, where Peoples Gas System will be the supplier.

IT'S "ALL GAS" FOR NEWEST SOCIETY SHOWPLACE! Latest deluxe oceanfront "villa" in Palm Beach adds modern touches to traditional elegance: Florida Public Utilities is supplying 103 tons of gas air conditioning (which includes cooling a bowling alley), pool heating (30′ x 70′), a laundry with 4 washers and 4 dryers as well as all-gas kitchen and water heating equipment.

NATURAL GAS STILL WINNING "CONVERTS" FROM OTHER FUELS. Add to the growing number of changeovers: Sunshine Packers of Fort Meade switching from Bunker C oil for its Feedmill Dryer and Juice Plant boiler . . . Coca Cola deserting oil for natural gas in its new Marianna plant.

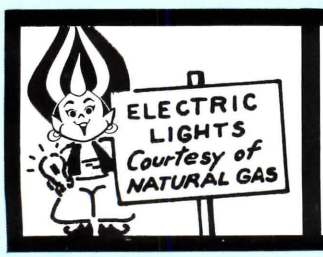
ENGINEERS (WHO SHOULD KNOW) CHOOSE GAS FOR THEIR OWN A/C. Russell & Axon, leading consulting engineers, have installed 30 tons of absorption type air conditioning in their new office building in Daytona Beach district of Florida Gas Company.

NATURAL GAS PRAISED FOR CIVIC VIRTUES. Justly proud of their new Community Building, Eustis citizens are complimenting City Fathers and architect Robert V. Ford on choice of natural gas for heating, cooking and hot water system. In West Palm Beach, new Chamber of Commerce building is cooled with natural gas air conditioning and beautified with entrance gas lighting. And Clearwater's new City Hall boasts 100-tons of Natgas air conditioning.

MORE ON AIR CONDITIONED SCHOOLS. Following trail blazed by St. Petersburg, which opened state's first air conditioned public school, Okaloosa County School Board specified natural gas air conditioning for new elementary school at Eglin AFB.

GASLIGHTS PROVIDE BEAUTY . . . SAFETY MARGIN IN EMERGENCIES, TOO. Impressive outside lighting for Medical Arts Building in New Smyrna Beach is provided by 22 Gaslights — but management also had So. Florida Natural Gas Co. install standby emergency lights in every room . . . just in case. West Florida Natural Gas also reports gaslight boomlet in Panama City area — over 100 recent installations including Cherry Hill, a complete Gaslight Village.

WINTER'S UPON US, BUT NATGAS AIR CONDITIONING STILL ZOOMS! Ramada Inn, Ocala, installing 100-ton gas engine driven chiller with heat recovery as well as gas fired boilers for heating and hot water. West Florida Natural Gas also reports gas absorption cooling for new branch of First Federal, and for new home of Associates Discount Corp., Panama City.



TOTAL ENERGY SYSTEMS "A-OK" WHEN POWER FAILED. While the Northeast groped through its late lamented blackout, Rochdale Village in Queens, New York, was lit up like a Christmas tree — its natural-gas-fueled total energy system supplying not only lights but heating, cooling and power as well to its 20,000 residents. Two months earlier, Hurricane Betsy didn't phase the total energy gas turbines of Coral Gables' David William Apartments, first such installation in Florida.

Reproduction of information contained in this advertisement is authorized without restriction by the Florida Natural Gas Association, 1500 E. Highway #50, Winter Garden, Florida.

ARCHITECTURAL EXHIBIT AWARDS

1965 FAA CONVENTION

THE JURY

The three members of the jury are men of outstanding reputation as architectural design experts: Charles Nes, F.A.I.A., chairman, of Baltimore, Maryland . . . 1st Vice President, President-Designate of the American Institute of Architects; Richard Snibbe, A.I.A., of New York City; and Robert Church, chief designer, Mann & Harrover, architectural firm of Memphis, Tennessee.

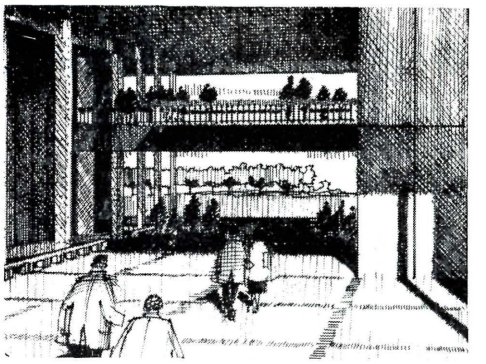
Honor Award

FEDERAL OFFICE BUILDING
Tampa, Florida

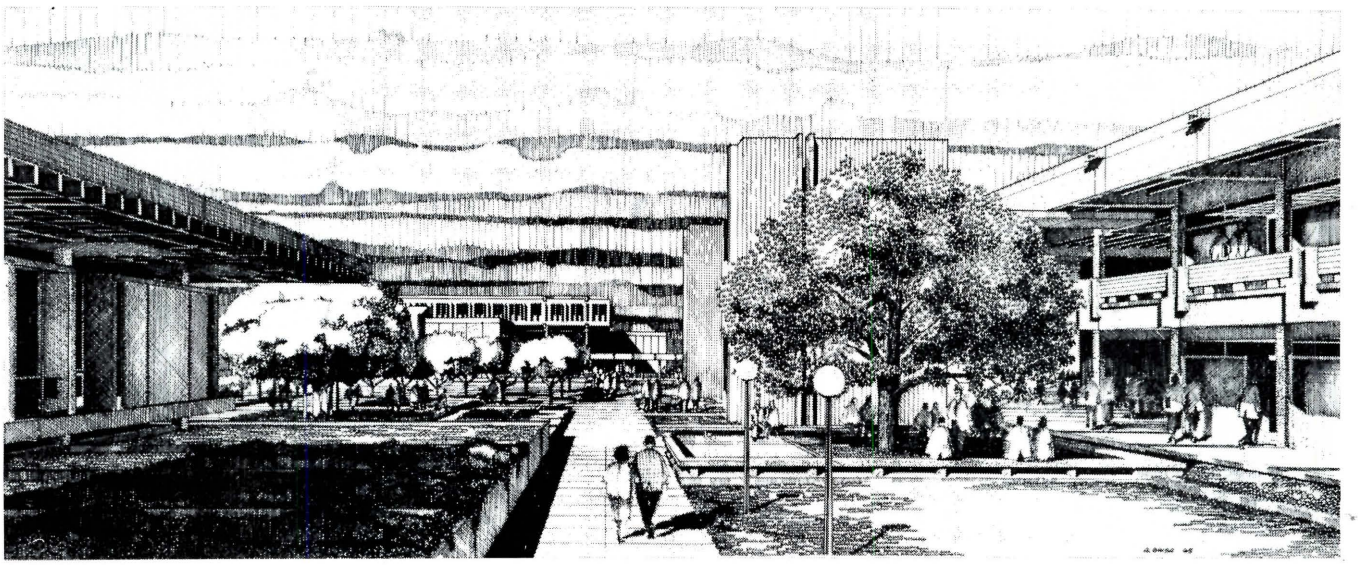
Robert Wielage, AIA
H. Leslie Walker, AIA
Associated Architects
Tampa, Florida

Photo by Alexandre Georges
" . . . the building has dignity, quality of human scale."

MIAMI-DADE JUNIOR COLLEGE
South Campus
Dade County, Florida
Pancoast, Ferendino, Grafton & Skeels, AIA
Architects, Miami, Florida
"This complex relationship of many buildings for various functions was handled with care and ingenuity."

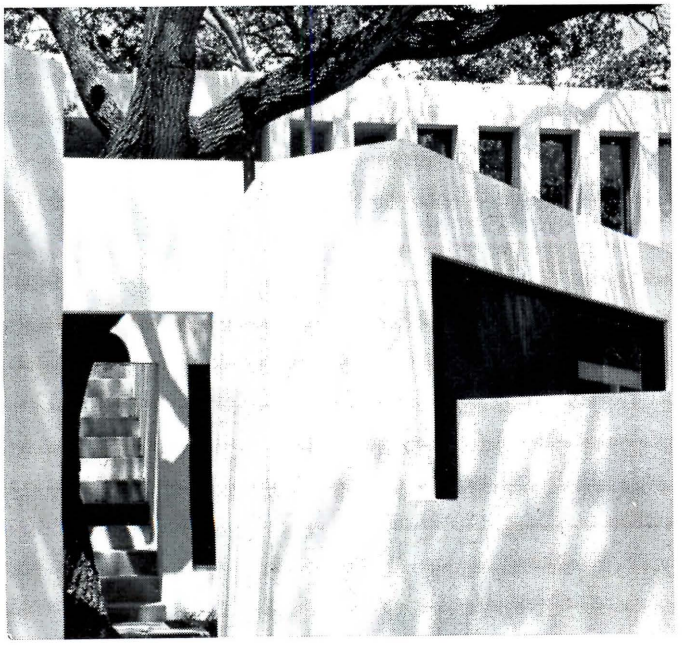


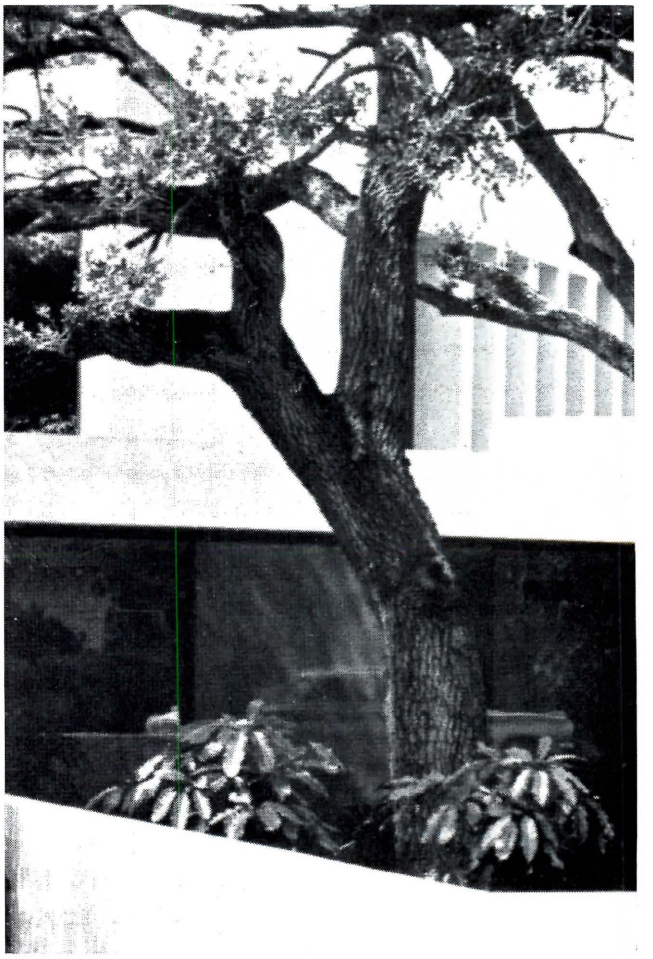
Honor Award



RESIDENCE/OFFICE/APARTMENTS COMBINATION
for Mr. and Mrs. Donald Singer
Fort Lauderdale, Florida
Donald Singer, AIA, Architect
Fort Lauderdale, Florida
"Building is sensitively handled . . . a truly original solution."

Honor Award



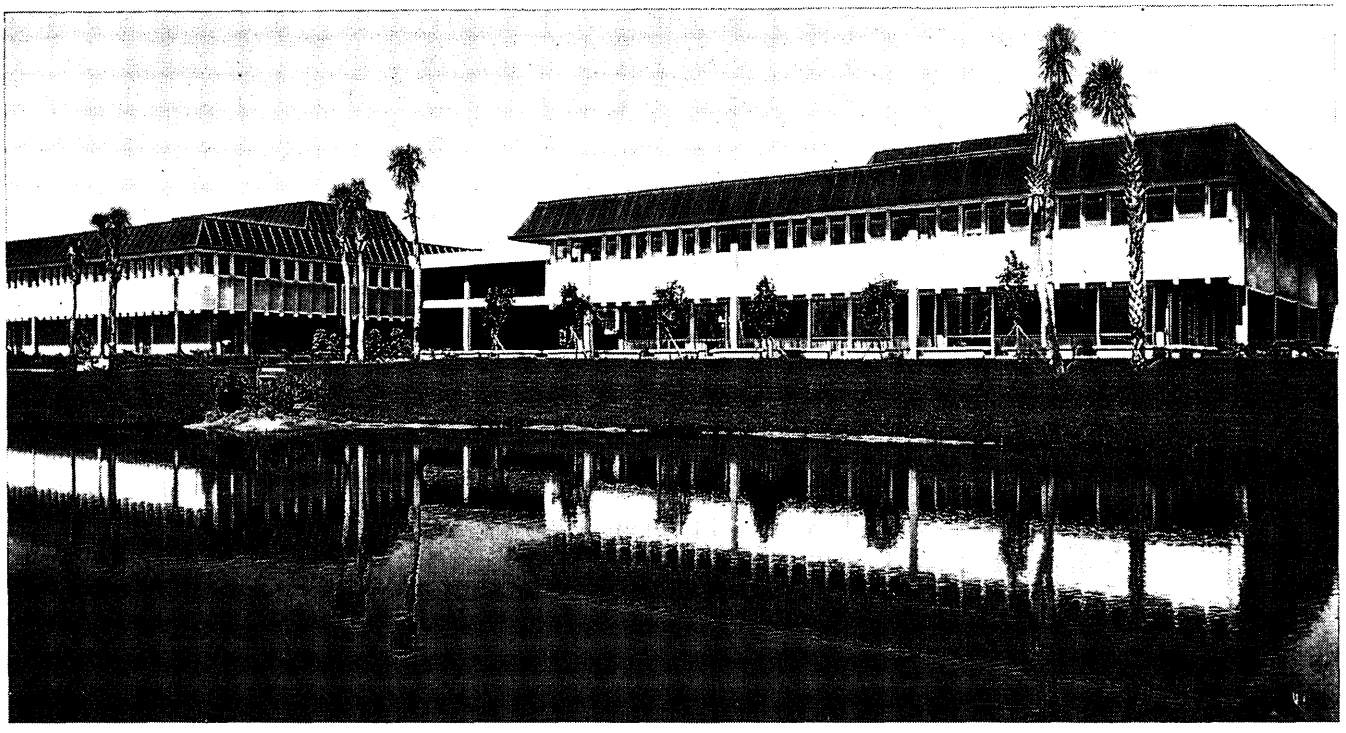


EDISON JUNIOR COLLEGE
Ft. Myers, Florida

McBride & Frizzell, AIA, Architects
Ft. Myers, Florida
and
Perkins & Will, AIA, Architects
Chicago, Illinois

"A very well organized plan . . . creating well defined exterior spaces."

Merit Award



Merit Award

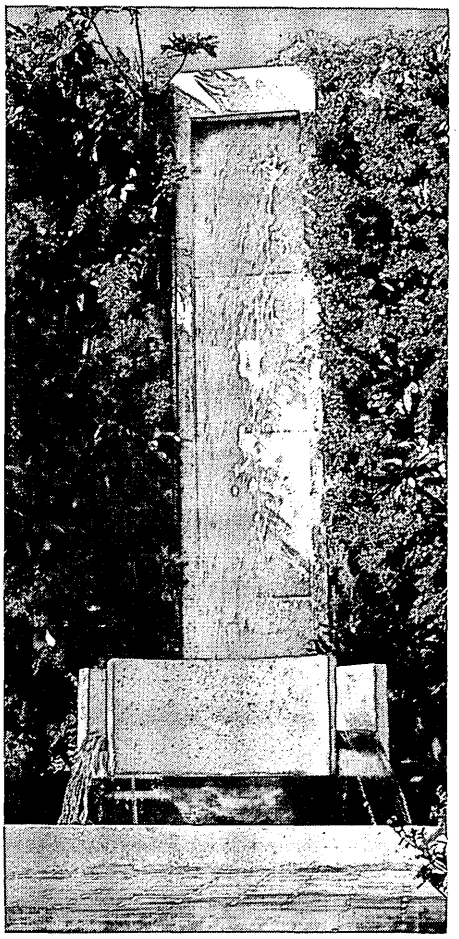
RESIDENCE FOR MR. & MRS. DAVID RAWLS
Jacksonville, Florida

William Morgan, AIA, Architect
Atlantic Beach, Florida

Photo by Alexandre Georges

" . . . House presents a delightful air of distinction and good taste in . . . an accepted classical solution."

Merit Award

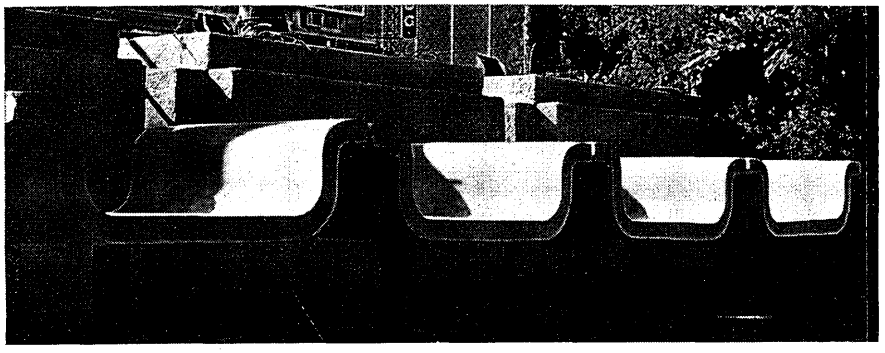


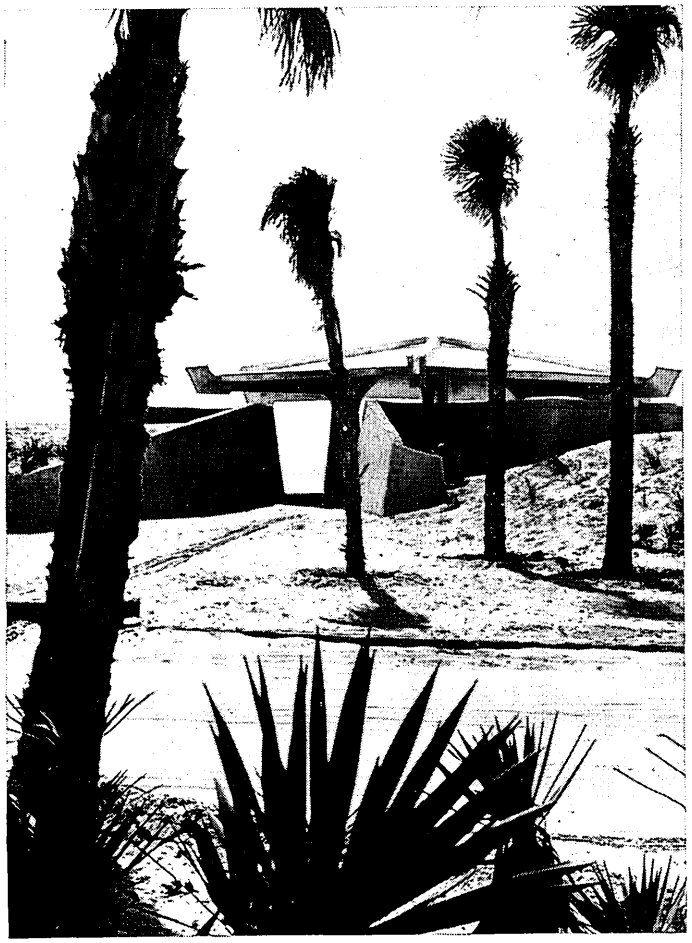
GARDEN FORECOURT for the
FIRST FEDERAL SAVINGS & LOAN ASSOCIATION
St. Petersburg, Florida

C. Randolph Wedding, AIA, Architect
St. Petersburg, Florida

Photo by Bob Christmas

" . . . an attractive oasis in the city . . . thoughtfully and tastefully done."



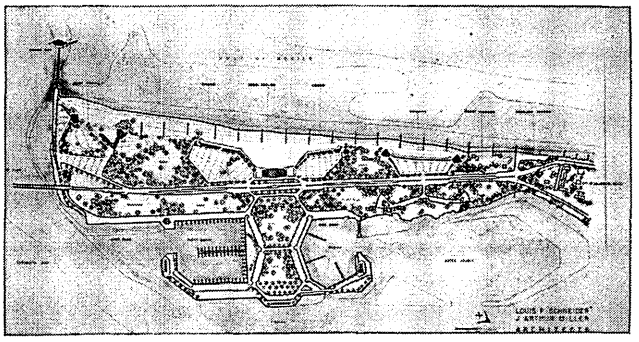


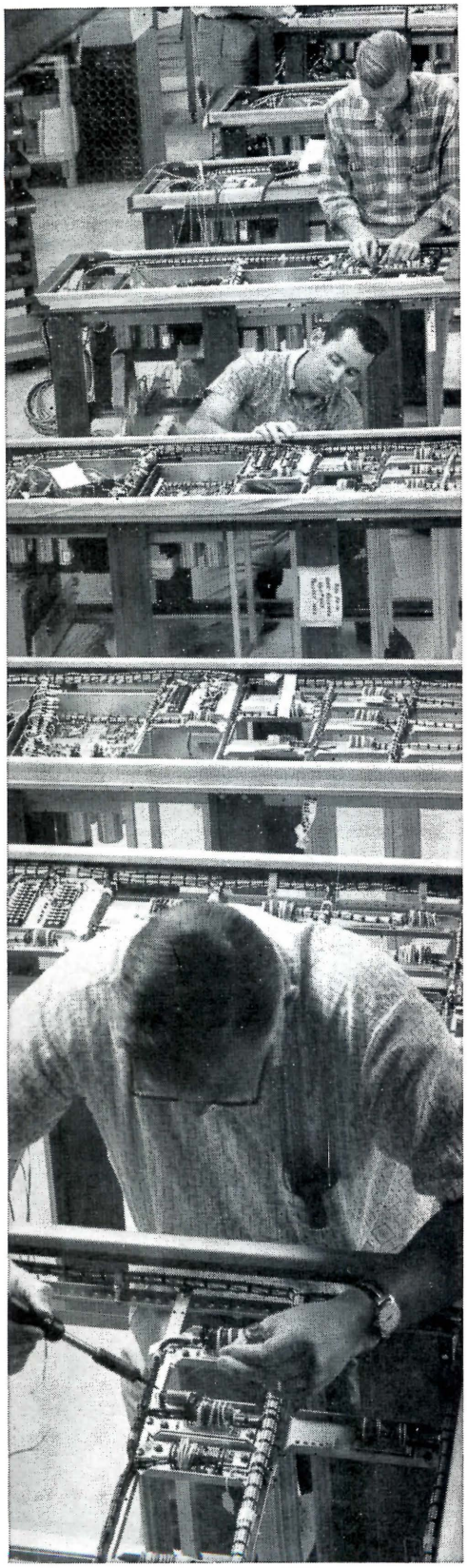
Merit Award

PUBLIC BEACH PAVILION
Manatee County, Florida

Louis F. Schneider, AIA, Architect
and
J. Arthur Miller, Architect
Bradenton, Florida

"A pleasant and well-defined solution for a shelter in the dunes."





Electric lighting perfection is as essential as air to those who work on miniaturized circuitry.

Space Age Electronics at MILGO!

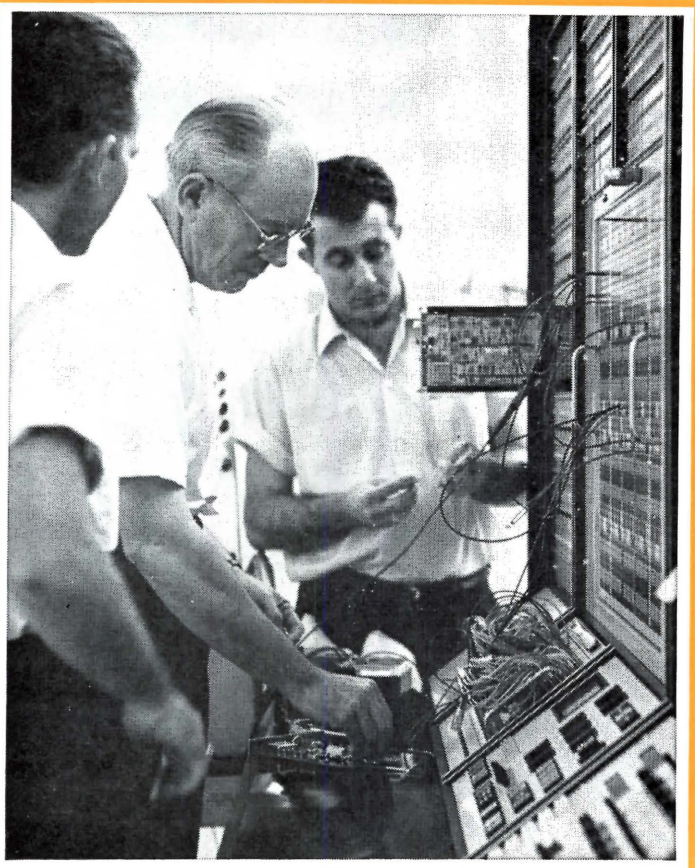
MILGO ELECTRONIC CORPORATION, Miami's No. 1 manufacturer of sophisticated electronic equipment, is another Florida Space Age "success story." A struggling infant 10 years ago, today it employs 450 people and is hip-deep in America's space exploration program.

Milgo-made computation equipment provides the data for the tracking system which links Cape Kennedy, Bermuda and Goddard Space Flight Center. The company has been a part of Thor, Atlas, Discoverer, Saturn, Titan, Mercury, Gemini programs—and is now working on the Apollo man-on-the-moon program.

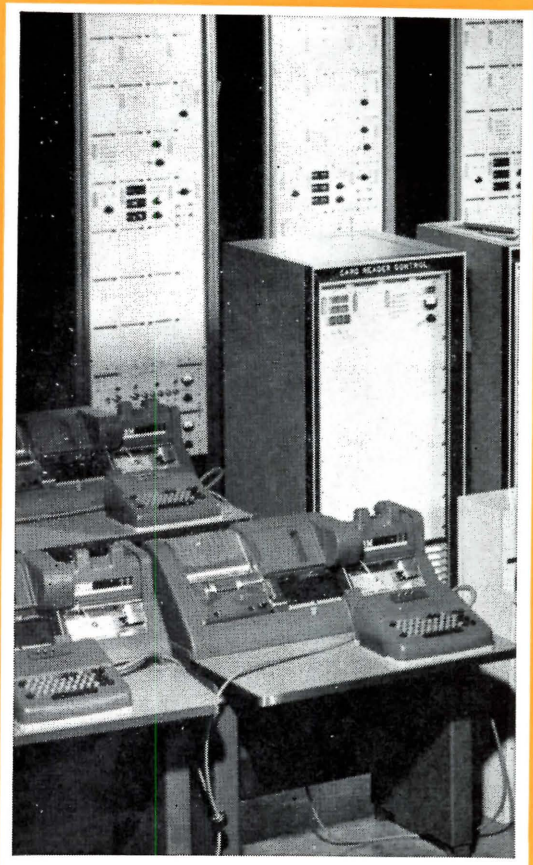
In the field of electronic commercial devices, Milgo has several products with business application.

This Reddy-sparked industry uses electric power in virtually every phase of its work. All essential working areas in the mammoth plant are air conditioned electrically. It is lighted to the high degree so essential to those who work, through microscopes, on miniaturized circuitry.

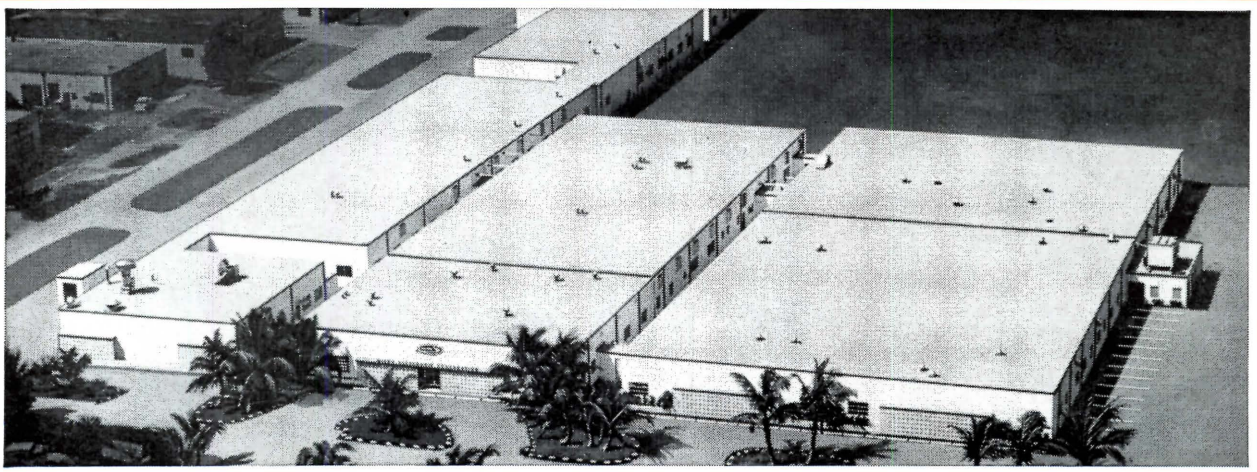
FLORIDA POWER & LIGHT COMPANY • GULF POWER COMPANY



Final adjustments being made on an analog computer. Recently Milgo sold its fifth one (priced about $400,000) to the defense and aerospace industry.



Milgo analog computers ready to be shipped out.



Milgo's huge, all-electric Miami plant.

Florida's Electric Companies . . . Taxpaying, Investor-Owned

FLORIDA POWER CORPORATION • TAMPA ELECTRIC COMPANY

FUTURE TOWN FORMS

A MATTER OF CHOICE

FUTURE TOWN FORMS will be what we make them by action or inaction. Physical technology broadens the range of goals to choose from. Social technology strengthens and multiplies means for reaching goals. Rising economic levels make it possible to pay the bills.

Concern over the growing gap between physical and social sciences and arts obscures the rapidity of social advances. For example, we communicate faster with a higher proportion of the population than ever before. We educate, condition, propagandize, advertise more effectively, preserving or changing attitudes and values. This could be important in making planning work.

To take another example, government, responding to the growing complexity and interdependence of our time, takes forms far more sophisticated than those of a couple of generations ago, and performs functions which would amaze our grandfathers (sometimes performing them in ways which would have induced widespread grandfatherly apoplexy). Health, education, welfare, commerce and industry, transportation, communication, finance, housing, agriculture, urban affairs, working conditions, income, recreation, the kind, quantity and price of the food we eat and the drugs we take, and so on and on are controlled by governmental legislation, judicial interpretation, administrative mandate, taxation, the giving or withholding of grants and loans, and a wide variety of other gentle or ungentle persuasions.

In both physical and social fields, we produce tools and techniques faster than we learn to use them wisely. It has always been so. Man burned his hand before he learned to roast other forms of meat, and kings and chieftains governed selfishly before they discovered that survival required a broader view (a lesson learned first in terms of personal survival, and extended later to include survival of the tribe).

Government has lately bestowed increasing powers on planners. With power comes responsibility to use power wisely, for the benefit of all the governed. And because of the nature and effect of planning, we must use these powers not alone for our time, but for time to come. Choosing the right goals for neighborhood form, for town form, for the metropolitan and megalopolitan form which grows from neighborhoods and towns and cities, is an appalling responsibility, particularly when we consider the magnitude of urban growth just now beginning.

"As the twig is bent, so is the tree inclined." We deal with twigs. Those who follow will deal with fast-growing trees. If we mishandle our twig-bending, the maturing forest will be very difficult to manage.

We are putting the brakes on population growth, but not in time to make much change in the outlook for 75 million more urban people between 1960 and 1980 (15 million of them are already here, four times that number will be added in the next 15 years). Suppose we hold growth down to another 75 million between 1980 and 2000. That makes 150 million newcomers well within the remaining lifetime of many of us — 35 years, about as far ahead as the Depression is behind. That isn't long, certainly.

For scale, we would need 3,000 new cities of 50,000 each to house that many new people. We now have about 350 cities in the U.S. with 50,000 or more. Or we could put them in 150 new cities of a million each. We now have only half a dozen with populations over one million.

That's for scale, but that isn't the way growth will come. The vast majority of the added population will go to existing urban concentrations, not new ones. To be realistic and practical, we must discuss both. What forms should new neighborhoods and towns take, particularly in metropolitan areas? And how can existing towns, under tremendous growth stresses, achieve some of the advantages of new towns? Are we headed in the right direction with current development policy? Or are we, as pilots, using our powers and skills to drive our ships forward with matchless swiftness and efficiency onto the rocks?

PLANNING FOR OR AGAINST THE FUTURE

Consider three parables and what they teach:

In Virginia, the Powhatan Planning Commission at a meeting in 1610 is concerned about threats to the public welfare including disease, extermination and graver disorders including land speculation. The Commission drafts policies in accordance with a comprehensive plan. Major emphasis is on preservation of open space and protection of the character of existing neighborhoods. This excellent statement is adopted by the Algonquin Regional Planning Council as a model for emulation throughout its jurisdiction. Jamestown is eliminated in a slum clearing program, and when the Pilgrims arrive they are denied building permits. Where are we now?

A couple of centuries later, the North Manhattan Grange Planning Board views with alarm the disrupting influence of urbanization spreading from New York City, rapidly becoming a mess as its population soars to the unwieldy total of 100,000. Zoning is adopted permitting only agricultural uses from Harlem north, with minimum farm size set at 160 acres. Where now is New York City?

These things couldn't have happened, partly because social technology hadn't as yet produced the controls. The controls are here now. The third parable reflects what *is* happening in many towns in the metropolitan areas where our future growth must come.

Suburbia Village Planning Commissions adopt policy expressed in language, but with the uniform intent of assuring that the only newcomers to be welcomed will be like persons already there, housed in single-family detached residences like those already there on large lots in subdivisions like the ones already there. No apartments. No town houses. No mobile homes. No housing which doesn't look like present housing, or is likely to appeal to renters, or costs less. No increase in density.

At meetings, there is applause for staff reports on the advantage of planning, particularly as applied to new neighborhoods and new towns. Turning to unfinished zoning business, commissions reject proposed amendments permitting planned unit development, indicating that less extreme forms might be given favorable consideration. Changes required? Well, existing low densities must not be exceeded and perhaps should be lowered. Street and lot patterns must conform to existing zoning and subdivision regulations. Housing must be exclusively single-family, with yards to match. And of course, troublesome common open space must be eliminated. With these minor changes, planned unit development might be acceptable.

Such actions by Suburbia Villages ringing our metropolitan centers may set the future form of both the towns and the metropolis. Is the pattern good, in the long run, for Suburbia Village? For metropolis? Where does the great mass of newcomers go? Where do all the people go who need forms of housing other than single-family detached at some stage of their lives?

If our new controls are used to defend the past against the requirements of the future, to hold the line for lesser publics against the needs of the greater, planning may well do more harm than good.

The town planner (layman or professional) must of course look at the town as it is. If he is true to his calling, he cannot stop at this. He must look behind him, to see how it got that way. He must look around him, to see what the greater public interest demands of his town. He must look ahead, to see what his town is likely to become and what it should become. After he has done these things, if he is a wise planner, he will be guided in what he proposes by a simple rule: *No town is an island, no time is forever.*

Reprinted from Florida Planning & Development, Oct. 1965. A speech by Fred H. Bair, Jr., at the *Planning for Modern Living Conference*, 27th Annual Planning Institute, New York State Federation of Planning Officials, Oct. 18, 1965.

The job is to guide change to fit need, not to stop change. The change should be staged and ordered to be as painless as possible, but if general public need demand change, the planner who blocks change betrays his trust.

WHO ARE WE PLANNING FOR?

Before making broad sweeps with pastel crayons, there are some questions to answer. Who are we planning for? Keep it simple and short-range, we are planning for our retirees, our middle-aged generation, our children and their children. This carries us to the year 2000. What does it mean in numbers in age groups, and in housing demand?

In 2000, the retirement crop will have doubled to about 37 million, assuming retirement then at age 60. A third of these (12 million) will be 75 or over, again doubling present numbers. Most of the older retirees would be glad to find suitable apartments, or small houses, or congenial retirement homes and few will want or be able to maintain the larger residences in which they raised their families. If possible, they would like to stay in their own communities within the circle of old friends.

Stay-at-homes in the newly retired crowd will want to stay at home. A lot of the more venturesome or less labor-loving would like to get into smaller quarters, including apartments and mobile homes. Most of the younger retired would also prefer to remain in their communities if they can find the right living facilities. If they stay, they are a rich resource for public duties, a powerful force for stability.

The next group, from 30 to retirement age (best prospects for single-family housing) will rise by only half, going up from 75 million now to around 110 million in 2000. These are the relatively settled breadwinners with children from ages where they are starting to school through the leaving of the nest.

In the 20-30 age group are the new family-formers with starry eyes, preschool children, high mobility and low income. Now there are 24 million of them. In 35 years, their number will about double, rising to over 45 million by 2000. For this group, rented small houses, apartments or mobile homes make a good start. Mobile homes are attractive to young family formers not so much for their mobility as for the fact that housing, furniture and major appliances all come in one payment package at a current price of about $10 per square foot.

(For those who wonder why mobile homes are mentioned as housing possibilities for retirees and for young marrieds, it should be pointed out that mobile homes are now an element in the new housing supply which cannot be ignored. Last year one new dwelling unit in ten was a mobile home. One mobile home was produced for each two and a half new apartment units—and for each five new single family dwellings.)

As to our children's children, the group under 20 in 2000, barring unexpected developments in population control, will number about 100 million, just under three times the 37 million on hand now. This will come as little comfort to those who have been school board members recently, and neither will the word that educational costs are rising rapidly and should continue to rise, or that chidren are remaining in school longer, a trend which should also continue. To this, too, we are adjusting, particularly in the manner in which we spread the load for school support to county, state and federal levels.

That's who we are planning for between the present and the year 2000—ourselves and enough newcomers to equal total U.S. population in 1950. Now we have some policy changes to make.

POLICY CHOICES

Do we want communities or compartments? In the long run, segregation by housing types creates compartments rather than communities, and one-class housing may mean premature obsolescence and decay. These things are likely to happen to single-family detached Suburbia Villages as time passes:

Retirees, treasurers of tradition, move elsewhere for lack of housing suited to their needs. As children reach adulthood, their loyalties and friendships may incline them to stay, but they too must find housing elsewhere to fit their needs and pocketbooks. Having formed new friendships, they are unlikely to return to take over family-raising homes left vacant as retirees move out.

Since Suburbia Village has driven away replacements who might have come from within its own borders, it must attract outsiders. But in most cases, the old Suburbia Village does not attract the same class of people who settled in when it was new. The new crowd moves to the latest developments to keep up with the current crop of Joneses. Suburbia Village must settle for what it can get, which usually means a filtering down of housing.

Of Suburbia Villages started in the last three or four generations, few retain position as prestige communities. Most have deteriorated in appearance and spirit. Some have disappeared already under the slum clearance bulldozer. Out ahead, pressures piling up are likely to turn the cycles more rapidly unless communities are built to stay communities.

To help keep communities from becoming deteriorating housing compartments, provide a range of housing encouraging community continuity. This doesn't mean a conglomerate jumble of single-family detached residences, apartments and mobile home parks. It does mean careful planning and intelligent development control.

Higher density or more sprawl? We will have higher densities within present metropolitan borders, and the borders will spread out. The question is how much of each, and how to avoid the liabilities of each.

Urban sprawl is getting a bad name. It increases travel time and raises costs of public and private facilities and services. Temporary advantages of fringe dwellers next to open country disappears as waves of development move beyond them. Since controls don't move as fast as urban fringes, we appear to have built hundreds of square miles of single-family detached slums.

High density has had a bad name for a long time, and is equated in many minds with teeming tenements, sordid apartments, blight, crime, disease, high governmental costs and all the rest of it. Lately it is also equated with footloose renters with no feeling of responsibility to the area in which they live, bad people, strange people who do not want to live like civilized folks and forty year mortages on homes built to last thirty years(with extensive maintenance).

If we learn to use land efficiently, we can extend our urban areas at far less cost than has been typical recently, and can avoid some of the disappointments which have come to fringe dwellers in the past. If we control high density developments wisely, we can gain rather than lose amenities, particularly in urban open space which is not just a patchwork of fragmented small yards, but is big enough to have real meaning, landscaped enough to provide functional green area.

In choosing policy, most people with a real concern about what lies ahead will vote for communities rather than compartments, higher density if it can be achieved without loss of amenities, containment of urban sprawl by more efficient use of fringe lands, and minimized private and public costs in providing necessary services and maintaining necessary facilities.

If that is what we vote for, and if we are agreed that population will be coming along in total numbers and age group proportions about as indicated, we have both outlined the size of the job in the next 35 years and set some standards on how it is to be done. A few tentative brush strokes are now in order.

(Part II of "Future Town Forms" in February issue of The Florida Architect)

February Seminar Set In Gainesville

A one-day seminar, scheduled for February 4th at Gainesville's Ramada Inn, should prove especially interesting to Florida's architects, builders, mortgage bankers, insurance men, contractors, public officials and hotel and motel owners.

The seminar, entitled "Structural Consideration of Multi-Story Buildings," is sponsored by the Florida Association of the American Institute of Architects. The program will be presented by a panel of prominent Structural Engineers including Norman Dignum of Dignum Associates, Coral Gables, and Mr. Jacques L. Clarke of Oboler & Clarke, Miami Beach.

The two-part seminar will cover the structural aspects of multi-story buildings for architectural preliminary design purposes, covering: #1—Foundations, #2—Framing Systems.

(a) Need for a valid soil exploration program

(b) Economics of foundations

(c) Specific foundation requirements dictated by wind-resistive systems and space allocation requirements

The morning session will begin at 9:30 a.m.

The afternoon session will offer information and suggestions regarding statewide study of storm damage and ways to improve building standards.

Main cause of widespread glass breakage by Hurricane Betsy a few months ago, according to glass and aluminum industry spokesmen, was use of low-strength materials in wrong places ,and faulty glazing and frame installation. The insurance bill for 38,000 damage claims came to $25 million.

At a recent Insurance Information Council demonstration, H. Samuel Kruse, FAIA, blamed mounting public emphasis on quantity rather than quality. He flayed poor workmanship and cost-cutting practises. Kruse also attacked undercutting of specifications by builders. He called for building departments to designate the architect as inspector for his own structure, since the professional architect is tested and registered as competent.

The February seinmar in Gainesville will further pursue this vital subject and will be of considerable interest to everyone in the field.

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THE NEW LOOK

The cover of our October 1965 issue was a beautiful indication of the change that was beginning to take place inside the pages of The Florida Architect. The format of our magazine — and its design — have continued to expand in the subsequent months. With the December issue, we unveiled even greater changes — the completely new look of your publication that begins with the specially-designed covers and flows through the pages. Yet this is just the beginning. We intend to continue to upgrade the editorial content of The Florida Architect, and to bring you many guest articles on a variety of subjects of great interest to you and our profession. The new look has been made possible by the addition of an Assistant Editor and an Art Director. They bring to The Florida Architect their professional 'know-how,' experience and skills. We hope you like our new look. We certainly invite your comments, criticisms and suggestions.

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PERSPECTIVE

During the second weekend in December, many leading national educators and architects gathered in Sarasota's Colony Beach Resort to participate in a seminar sponsored by the Florida Association of the American Institute of Architects.

Subject of the seminar was "Continuing Education of Architects," with the announced goal of developing a program in Florida for the mid-career continuing education of state architects. It is hoped this would help achieve the aim of having these architects assume an increasingly important role in the building of a better physical environment for the citizens of Florida.

Participants in the seminar included: Charles R. Colbert, FAIA, former dean of Columbia University's School of Architecture; James Deen, AIA, president of the FAAIA; Hilliard T. Smith, Jr., AIA, vice president of the FAAIA; Philip Hiss, president of The Florida Arts Council; Robert L. Geddes, AIA, dean of Princeton's School of Architecture; Miami Herald editorial writer Fred Sherman; and many more.

* * *

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Calendar of Events

January 11 - 13

AIA "Grass Roots" Meeting of State and Chapter Presidents — Octagon, Washington, D.C.

February 4

Hurricane Seminar, sponsored by the FAAIA . . . 9:30 Morning Session, "Structural Consideration of Multi-Story Buildings" . . . Afternoon Session, "Upgrading of the Industry" — Ramada Inn, Gainesville, Fla.

February 5

Dedication of the School of Architecture and Fine Arts, University of Florida, Gainesville, Fla.

February 5

FAAIA Board of Directors meeting — Ramada Inn, Gainesville, Fla.

April 2

Council of Commissions meeting —Jacksonville, Fla.

April 23

FAAIA Board of Directors meeting — Robert Myer Hotel, Orlando, Fla.

May 21

Council of Commissions meeting — Tampa, Fla.

June 4

FAAIA Board of Directors meeting — Sarasota, Fla.

June 28 - July 1

AIA National Convention — Denver, Colo.

July 30

Council of Commissions meeting— Miami, Fla.

August 13

FAAIA Board of Directors meeting — Tallahassee, Fla.

October 5-8

52nd Annual Convention, Florida Association of the American Institute of Architects — Deauville Hotel, Miami Beach, Fla.

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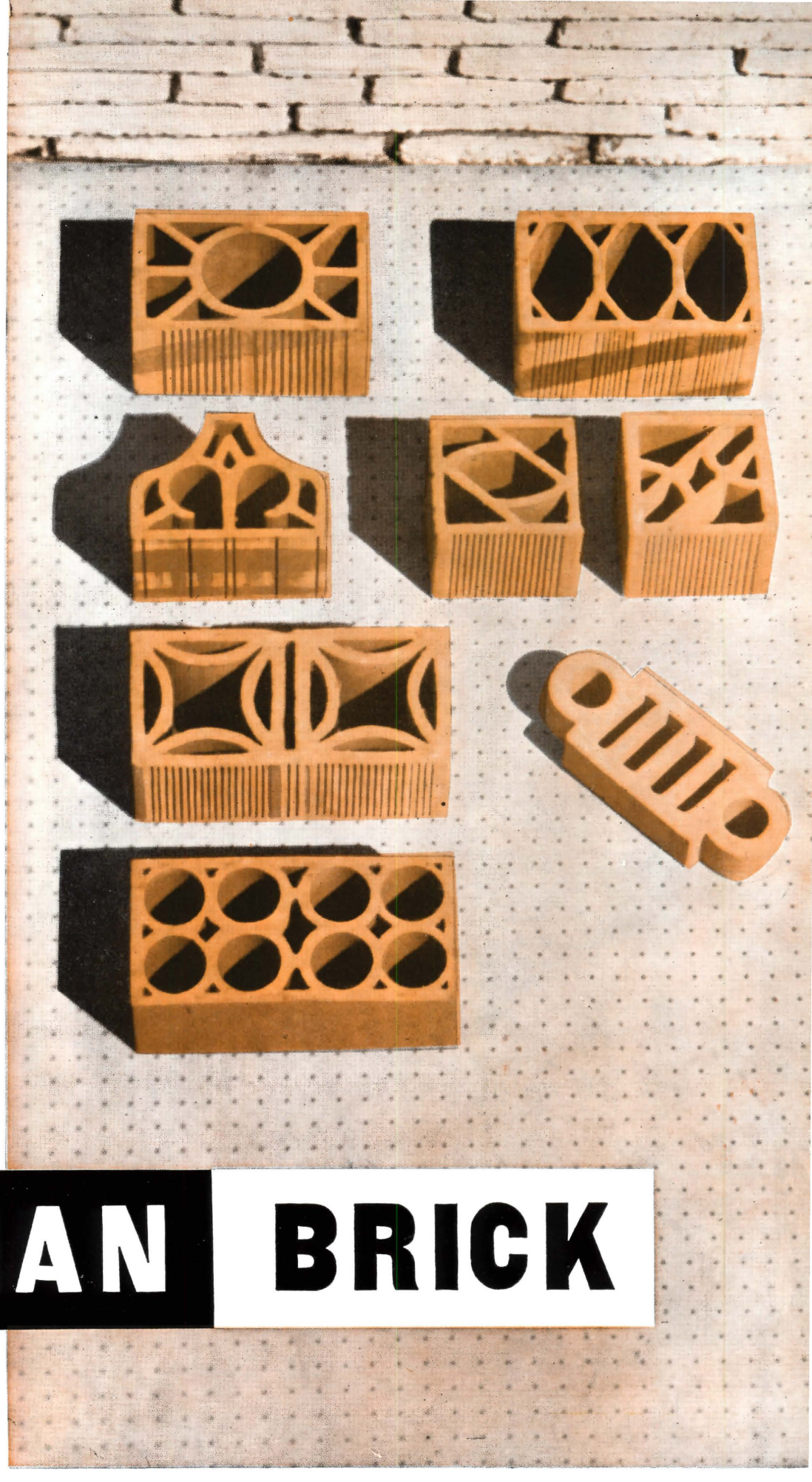

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